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Expert Network

# The Expert Network Hosts Its First Annual Summit in New York City

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The fastest growing invitation only brand management company brings together leading professionals from the legal, medical, real estate, and financial industries for a series of insightful lectures and networking opportunities.

New York, NY, July 8, 2016 (NewsWire.com) - [The Expert Network](#), the fastest growing invitation only brand management company for professionals nationally, hosted its first annual Summit last month at the Renaissance New

York Hotel. Open only to Expert Network members, the Summit featured informative, insightful lectures from leading professionals in the legal, medical, and financial industries while offering an opportunity for members to brush shoulders with other highly distinguished colleagues and peers.

The Expert Network is dedicated to identifying and profiling select professionals whose experiences, contributions and perspectives deserve recognition, and also provides professionals with recurring opportunities to help them further establish their brand and reputation online, including providing content for their social media and collecting and displaying reviews from clients.

Beyond brand management, the Expert Network is dedicated to providing leading professionals with valuable networking opportunities within and across industries. The first annual Summit was just such an opportunity. "The event provided me with a unique opportunity network with, and present my expertise to other exceptional professionals in a fun and engaging arena. I find the organization and its dedicated members to be extremely talented, knowledgeable and available, a winning combination!" Member, Michelle Gershfeld, said of the Summit.

The Summit's Keynote Speaker was best-selling author and Wall Street Journal special writer Gregory Zuckerman who gave a lecture tying together a common theme from his two books, *The Greatest Trade Ever* and *Frackers*, which examines various

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individuals and independent companies who pioneered the fracking process within the United States. The theme: why the experts didn't see the two most important events of the last decade coming – the financial crisis of 2009 and the fracking boom of the 2010s – but why the “oddballs” did.

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MICHELLE GERSHFELD, FOUNDER,  
GET FINANCIALLY FIT

Expert Network members gave their lectures in a series of “Roundups”. The Legal Roundup included a talk from Atlanta-based Attorney [Jeffrey D. Diamond](#) on “Ten Tips for a Better Understanding and Use of Your Home Insurance”, and from Miami-based Attorney [Dorothy F. Easley](#) who gave her talk on protecting data and information in the modern age of smartphones and tablets. [Michelle Gershfeld](#) and [Harvey Berk](#) rounded out the afternoon with the Financial Roundup, featuring lectures on wealth management, including Gershfeld’s “Good Credit Game” a game designed to illustrate to the audience just how hard it is to maintain a good credit score.

The Marketing Roundup featured a talk from Nicholas Thorne, CEO of Basno, Inc., on the challenges of leading Millennials in the professional world. He noted that Millennials seek more than job advancement and reliable benefits or a stable 401k. “To lead Millennials, you must not only inspire, but energize them to believe in your company’s mission,” Thorne said, “by articulating your vision, and showing them you have the ability to achieve that vision.” Thorne also noted that Millennials value transparency and accessibility.

For more information, visit the company's website at <http://expertnetwork.co/>

Source: The Expert Network

## Additional **Links**

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